

ALLEY OF THE MOON
VINTAGE FESTIVAL

Fifth Annual

SEPTEMBER 22~23, 1951

SONOMA • CALIFORNIA •

***A Fine White Wine
From the Valley of the Moon***

**Buena Vista's Delicate
VINE BROOK**

Again a Medal Winner in industry-wide judging

**Winner of highest award at both Wine Competitions in 1950,
Buena Vista Vine Brook continued again as a medal
winner at the 1951 California State Fair.**

Another excellent white wine, Gold Medal Winner at this year's
judging, is Buena Vista **CHABLIS**, available since early this year.

Other 1951 State Fair award winners include:
ROSE BROOK (also available this year for the first time)
TRAMINER and PINOT NOIR, both repeat winners.

The complete line of Buena Vista award-winning wines
is available from your wine shop or direct from

Buena Vista Vineyards
(Original Wine Cellars of Count Haraszthy)
SONOMA, CALIFORNIA

Visit the historic winery in the Sonoma foothills where this fragrant vintage is
made. See the underground galleries where it is mellowed in small oak casks,
the cool dark bins where it is aged in the bottle.

Fifth Annual

Valley Of The Moon

VINTAGE FESTIVAL

Presented by the



SATURDAY and SUNDAY
September 22 and 23, 1951

SONOMA





1951 Officers

PRESIDENT
Mrs. Orson Linn

VICE PRESIDENT
Mr. Harry Phinney

Secretary
Mrs. John P. Weiss

Treasurer
Mrs. John Gilcrest

BOARD OF DIRECTORS

Mrs. Neal Dodge
Mrs. Clark Taylor
Mrs. Dewey Donnell
Mrs. H. H. Arnold

Mr. Harold Hotz
Mr. Robert Lynch
Mr. Daniel Ruggles
Mrs. Lorin Tryon

Mrs. James McTaggart

FINANCE COMMITTEE

Mrs. James McTaggart Mr. August Pinelli Mr. Vernon Alvord

EXECUTIVE COORDINATOR

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JUDGES

Mr. David Bouverie Mrs. Edmond Coblentz Mrs. Otto Teller

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Windows	- - - - -	Mrs. Otto Brandt
Plaza	- - - - -	Mr. Harry Phinney
Booth Construction	- Col. Wm. M. Chase -	Mr. Donald McNab
Concessions	- - - - -	Mr. John W. Cotton
Wine Exhibits	- - - - -	Mrs. H. H. Arnold
Costume Advisor	- - - - -	Mrs. Ann Ruggles Johnson
Program	- - - - -	Mrs. Frances Morris
Signs	- - - - -	Mrs. William Black
Publicity	- - Mrs. Dewey Donnell and	Mrs. Jeanne Miller
Membership	- - - - -	Mrs. Otto Brandt
Photography	- - - - -	L. G. Hamilton
Sound	- - - - -	Mr. Gilbert Mathis
Balcony Decoration	- - - - -	Mrs. George Webb
Insurance and Contracts	- - - - -	Mr. Armand Franquelin
Grapes	- - - - -	Mrs. Simone Berges

Sebastiani Wineries

PRODUCERS OF

FINE SONOMA WINES

SINCE 1904

Sonoma, California



Distinguished Wines

From the Upland
Vineyards of

LOUIS MARTINI

*Located in the
Valley of the Moon*



Winery at
ST. HELENA
California

Program of Events

FRIDAY, September 21st

Judging for Best Costumes (Vintage Festival Ball).

Judging of Window Displays.

SATURDAY, September 22nd

10:00 A. M. to 5:00 P. M.

Outdoor Art Show—Ettore Cadarin's Work.
Salvadore Vallejo Adobe—West Side of Plaza.

12:30 to 5:30

The Little Festival—West side of Plaza. Sponsored by the Mothers' Club of the Trinity Episcopal Church.

Festivities: Fishawish; Faballoonies; Downac clown; Winafin; Merry-go-round; Pony Parade; Toy Joy; Lucky Lotto; Hobby Lobby; Food Fair; Puppet Play House; Teen Town.

12:30 to 9:00 P. M.

Booths in Plaza.

Window Displays.

Wine display on Plaza and at Vintage Festival Headquarters.

Music and Dancing in Plaza between Major Events will be supplied by members of the Sonoma Valley Accordion Club and the Sonoma Valley Festival Association.

1:00 to 4:00 P. M.

Old Timers' Reunion—Around Bear Flag Monument on Plaza. Mr. J. P. Serres—Chairman Sonoma Historical Society.

2:00 P. M.

Children's Parade—Line of March from old Grammar School on East Napa Street, right on first street to the Mission, around Plaza back to Napa Street and ending at the Grammar School.

Children's awards presented at the completion of the march by Mrs. Norman Schwaderer and a treat for all the youngsters participating furnished by the Kiwanis Club in honor of National Kids' Day.

2:00 to 5:00 P. M.

Open House at the Wineries: Napa and Sonoma Wine Co.; Buena Vista Vineyard; and Sebastiani Wineries—Hostesses Mrs. Samuel Sebastiani and Mrs. James McTaggart.

(PROGRAM OF EVENTS CONTINUED)
(SATURDAY)

3:30 to 4:00 P. M.

Children's Theater—"Ponchita," produced by
Festival Fblers—S. W. corner of Plaza.

4:00 to 5:30 P. M.

Pictures of the Past—Open Air Theater in
Plaza. Mrs. Neal Dodge, Chairman.

During Intermission — State Fair Wine
Awards to Sonoma County Vintners.

"PICTURES OF THE PAST"

Like old wine "Pictures of the Past" grows better and is more beautiful each year. This now traditional series of living pictures is being presented for the fourth time by the Valley of the Moon Vintage Festival Association as a festival highlight.

Originally a fashion show of heirloom gowns, "Pictures of the Past" has now taken on all the aspects of a professional production. Mrs. Neal Dodge, who conceived the idea and has directed it from the outset, has close ties with pioneer California days. Her father, L. S. Simmons of Sonoma, crossed the plains in one of the last of the covered wagons. His family saved many early-day mementos. Among her mother's family possessions were a number of gowns worn by Mrs. Horace Greeley. From the Hall family, on her husband's side, came many pioneer garments—among them a priceless collection of baby clothes. These, together with a few treasures borrowed from Sonoma residents, were the nucleus of the first "Pictures of the Past."

The showing was such an immediate success that it became an integral part of the next festival. More musty trunks were opened and long-forgotten boxes unpacked in Sonoma Valley attics. A huge frame was erected in which the models were posed before displaying their finery. Last year great doors in the shape of an album cover were added to the frame.

Two features remain the same from year to year. The prologue always consists of an historical summary, by means of costumes telling of the flags which have flown over Sonoma. Secondly, the theme for each picture is set by an old-time melody sung by a barbershop quartet.

On the stage sits grandma (Mrs. Dodge) turning the pages of the Family Album and telling her grandchildren the stories of the past—by picture.

"Pictures of the Past" has brought delighted comments from visitors from every section of the United States. It is perhaps fitting to close by quoting from a letter received after last year's festival:

Italian Swiss Colony

Famous California

WINES

Enjoy a Friendly Visit

To Our Winery

ASTI

Sonoma County, Calif.





SAN MATEO

SAN FRANCISCO

VALLEJO

San Francisco's oldest department
store sends greetings to

Valley of the Moon

VINTAGE FESTIVAL

and extends an invitation to the residents of
Sonoma to visit its well-stocked cellars.

Pam Verrier

President

1850

1951

(PROGRAM OF EVENTS CONTINUED)
(SATURDAY)

" . . . As the leaves of the album turned and the years slipped away as by magic, those beautiful women, men and children stepped out of the family album and for a moment became real, as they walked across the stage dressed in the magnificent dresses and gowns of a gone, but long-to-remembered era. The women were lovely, the men handsome, and the children out of this world."

Mrs. Neal Dodge, *Chairman and Originator*

Mrs. Warren More, *Vice Chairman*

Mrs. R. Nixon, *Stage Director*

Sound: Mr. Gilbert Mathis

Music: Mrs. R. Grinstead

Committee: Mr. and Mrs. Leslie Brown, Mrs. Howard

Hendry, Mrs. August Sebastiani, Mr. and Mrs.

Wabkin, Mr. R. G. Nixon, Mrs. Newton Dal

Poggetto, Mrs. Nancy Olin, Mr. and Mrs. Fred

Jenner, Mrs. Marshall Oaks, Mrs. A. Lindberg,

Miss Elaine Bianchini, Mr. Neal Dodge.

Quartet: Jack Loomis, Bert Borsted, Dean Mathews,
"Toni."

5:00 to 8:00 P. M.

Ham dinner, Pioneer United Church, 1st St.
East Building. (Methodist Church).

8:00 to 8:45 P. M.

Pageant at the Mission.

PAGEANT

'The Magic of Our Vineyards'

By

Celeste G. Murphy
(All rights reserved)

Costume Director - Ann Ruggles Johnson

In Charge of Make-up - Ruth Moreton

Sound - - - - - Gilbert Mathis

Lighting - - - - - Gene Clouse

Choral Director - - - - Dan Ruggles

Orchestral Director - - - - Ed. Avril

Musical Arrangements

By

Mr. John C. Goetze

Produced by The Sonoma Valley Festival
Association under the direction of

Maurice Deny

CAST

Prologue Reader - - - - Neal Dodge

Ortega (The Bell Ringer) - Louis Filippini, Jr.

Padre Quijas - - - - - Neal Dodge

Juanita - - - - - Diane Johnson

Again This Year

the most

Honored Wines

in California

BEAULIEU
VINEYARD

B V Wines



Produced on the de Latour
family estate at
Rutherford
since 1900

BERINGER BROS.

Producers of
Fine Wines and Brandies
For More Than 75 Years

Los Hermanos Vineyards
and Winery

St. Helena, California

Visitors always welcome to visit
our famous underground tunnels



GREETINGS

to the
Valley of the Moon
Vintage Festival

C. MONDAVI & SONS

Charles Krug Winery
ST. HELENA, CALIFORNIA

(PROGRAM OF EVENTS CONTINUED) (SATURDAY)

Mexican Soldiers - Gene Moretton, Carey
Tittsworth, Jr., E. Wil-
liams, Frank Gregory,
Pete Quinn
Horseman - - - - Jack Sims
General Vallejo - Newton Dal Poggetto
Mrs. Vallejo - - - - Angela Grosso
Don Timeteo Murphy - James McDermott
Alexandro Rotcheff - - - - Ralph Hotz
Princess Helena (of Russian Royalty) -
- - - - Eleanor Halpenny
Chief Solano - - - - Harrison Hoes
Indian Maiden - - - - Amelia Avelar
Count Agoston Haraszthy - James McTaggart
Mrs. Haraszthy - - - - Mrs. C. Shegog
Lewis Adler - - - - Marvin Dornbush
Doctor Faure - - - - Victor Panks
Julius Dresel
Arpad Haraszthy - - - - Al Ricci
Attila Haraszthy - - - - Wendell Schaal
Natalia Vallejo - - - - Lucy Ricci
Jovita Vallejo - - - - June Schaal
Indian Servants - Marie Vigna, Jo Anne
Mathis, Virginia Mathis,
Mary Alice McKenna
Indian Vineyard Workers

CHORUS

Sopranos—Evelyn Gergory, Betty Nicolet and
Myra Tyler
Altos — Peggy Dunbar, Ruth Harris, Alice
Oliver
Tenors—Lawrence Dunbar, Victor Panks and
Carey Tittsworth
Bassos—Gene Moretton, Vance Osburn and
Warren Turney

ORCHESTRA

Guest Conductor: Edwin F. Avril
Special Arrangements: John C. Goetze
Violins—Mrs. La Vern Rassi, Mr. Frank
Knolle, Sr., Mrs. Ethel Clausen, Miss Jo
Gray
Piano—Miss Theresa Ramponi
Trombone—Don Orlandi
Flues—Miss Pauline Longenecker, Garbriel
Garfias
Clarinet—Henry O. Jenkins
Horns—Ralph W. Clifford, Darien Clausen
Bass—Bud M. Clausen

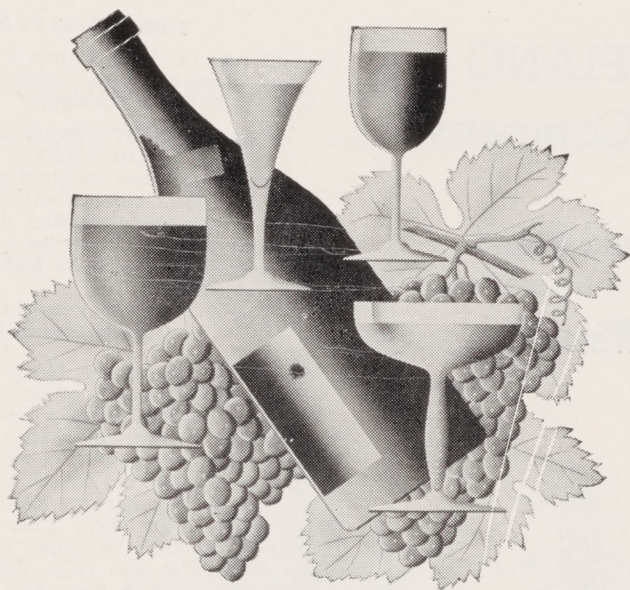
OFFICERS

Mrs. Lloyd Tyler, *President*; Mr. James McDermott,
Vice President; Mrs. Katherine Chandler, *Secre-*
tary; Mr. U. M. Scheiblich, *Treasurer*; Mr. Daniel
T. Ruggles, *Business Manager*; Mrs. Maurice Deny,
Asst. Business Manager; Mrs. Frank Gregory,
Publicity; Mr. Ralph Clifford, *Orchestra Manager*.

Success To The Valley of the Moon
Vintage Festival

The Christian Brothers

WINES AND BRANDIES



MONT LA SALLE VINEYARDS

Napa, California

Compliments

VAL-MOON WINERY

Parducci & Domenichelli

Glen Ellen

FOPPIANO Wine Company

Dry and Sweet

Wines



HEALDSBURG
California

(PROGRAM OF EVENTS CONTINUED)

SUNDAY, September 23rd

10:00 A. M. to 5:00 P. M.

Outdoor Art Show—Ettore Cadarin's Work,
Salvadore Vallejo Adobe—West Side of Plaza.

11:00 A. M.

Church Services.

12:30 to 9:00 P. M.

Booths in Plaza.

Window Displays.

Wine Display on Plaza and at Vintage Festival Headquarters.

12:30 to 5:30 P. M.

The Little Festival—Southwest side of Plaza.
Sponsored by The Mothers' Club of The
Trinity Episcopal Church.

Festivities: Fishawish; Faballoonies; Downa-
clown; Winafin; Merry-go-round; Pony Par-
ade; Toy Joy; Lucky Lotto; Hobby Lobby;
Food Fair; Puppet Play Touse; Teen Town.

1:00 to 5:00 P. M.

Second Annual Folk Dance Festival—North-
west corner of Plaza. Produced by the "Val-
ley of the Moon Swingers"

VALLEY OF THE MOON SWINGERS OFFICERS

President—Louis Mugele

Vice President—Al Ricci

Secretary—Dorothy Boche

Committee: Al Ricci—*Folk Dance Chairman*; Jack
Browning—*Decorations*; Eli Boche—*Publicity*; Bob
Hubbard—*Grounds*.

*(List of Exhibition Dances supplied in
separate Program)*

The Valley of the Moon Swingers was organized by a group of people in this area who were interested, as a result of an adult education group, in Folk Dancing. The membership is small, compared to many other clubs, but the informal gaiety of the monthly parties attracts many visitors from the North Bay area. The regular party night is the first Saturday of each month, and is held at the High School. Membership in the club is open and new members are always welcomed and are helped in learning the dances.

Last year, the Swingers participated in the Vintage Festival Pageant and also put on its first public festival, which was held in the Plaza on Sunday afternoon with additional dancing at Sebastiani Hall after the Pageant. Again this year the Swingers are participating in the Vintage Festival Pageant and are holding another open festival on Sunday afternoon on the northwest side of the Plaza.

THE NAPA & SONOMA WINE COMPANY

SONOMA, CALIFORNIA

Cordially invites you to visit its unusual and
picturesque tunnel tasting room

From Sonoma Plaza drive East on Napa Street about
one mile. Then follow "Napa and Sonoma" signs

Paul Rossigneux
President & Cellar-Master



COMPLIMENTS

F. MANCUSO WINERY

*In the Heart of
The Valley of the Moon*

*"As Good As the Best
and Better Than the Rest"*

**Glen Ellen
California**

COMPLIMENTS

GLEN ELLEN WINERY

**Glen Ellen,
California**

(PROGRAM OF EVENTS CONTINUED)

(SUNDAY)

1:00 to 4:00 P. M.

Old Timers' Reunion—around Bear Flag Monument on Plaza. Mr. J. P. Serres—Sonoma Historical Society, Chairman.

2:00 to 5:00 P. M.

Open House at Wineries—Napa-Sonoma Wine Co., Buena Vista Winery.

Pictures of the Past—Open Air Theater in Plaza. Mrs. Neal Dodge, Chairman.

4:00 to 5:30 P. M.

During Intermission—The Alexander Brothers

8:00 to 8:45 P. M.

Pageant at the Mission "The Magic of Our Vineyards."

See pages 7 and 8 for Cast

Pageant Produced By Sonoma Valley Festival Association

Purpose of the "Sonoma Valley Festival Association" "To discover, develop, foster and encourage musical and dramatic talent in the Sonoma Valley. To stimulate and encourage interest and appreciation in musical and dramatic art in the Sonoma Valley . . . to produce, stage and sponsor musical and dramatic programs, benefits, recitals, concerts, and other presentations; to organize and sponsor amateur bands, orchestras, choral and dramatic groups."

9:00 P. M.

Pied Piper Procession to City Hall—Led by the Alexander Brothers for Window and Costume Awards, and Wine-of-the-Month Drawing.

The Alexander Brothers will be in evidence in and around the Plaza all day Sunday.

A SOUVENIR HISTORY

The Vines and Casks of California



THIS WEEK, most of the vintage of 1951 still hangs heavily on the drowsing vines in clusters of purple and gold in the Valley of the Moon. With the passing days, the grapes of the Valley are maturing in sweetness and flavor under the warmth of the September sun as they await the crusher and the wine press.

The vintage of 1950 slumbers now in oaken casks. Most of the wines of '49 and '48 have been sealed away in bottles. Many wines of the war years and a few of those of the 1930's may yet be found in homes and hotels here and half way around the world. The wines of the pre-prohibition years are mostly memory now. The wines of the 19th century are history.

In the wine districts, each autumn vintage is one link of a chain that firmly binds the present to the past. That chain, in California, stretches back through almost 200 vintage seasons such as this one. Back through the years of Haraszthy and Vallejo, great pioneer vintners of the Sonoma Valley. Back to Padre Jose Altimira and the wines of the Sonoma Mission. Back to Louis Mel of Livermore; to the Sainsevain brothers who were among the first to produce California Champagne; to Vignes of the Pueblo of Los Angeles; and to the saintly Father Junipero Serra who, in 1769, first brought the vine into what is now the state of California.

The history of California wine growing from its beginnings at San Diego Mission to maturity in the late 1800's might have been recounted by one man—General Vallejo of Sonoma—and largely from personal experience.



Vallejo knew Colonel Agoston Haraszthy, the honored "father of the modern California wine industry"—was, in fact, a neighbor and a friend and vied with him for prizes in the wine judgments at the early California State Fairs. He knew the mission padres of Sonoma and assumed the cultivation of their vineyards when the church lands were secularized by the Mexican government in 1834.

A hundred years of wine history were spanned by Vallejo in one passage of a letter written in 1874 in which he recalled:

"The founders of this country, among them my father, Don Ignacio Vallejo, told me that the Rev. Fr. Junipero Serra, of most celebrated and gracious memory, brought from Lower California the first

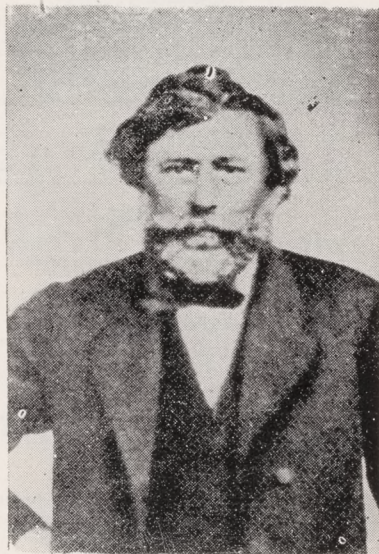
Compliments

Sonoma Wine Co.

Virgil Cerutti

Sonoma, Calif.

Father of California
Viticulture



Count Agoston Haraszthy, whose early planting of grape cuttings from the Old World in his Sonoma Valley vineyard spread the fame of California as a rich wine-producing area.

THE FOLLOWING HAVE JOINED
WITH THE WINERIES AND
OTHER FIRMS ADVERTISING
HEREIN AS SPONSORS OF
THIS PROGRAM:

To all, the Vintage Festival Assn.
extends thanks.

Napa Milling & Warehouse
Company - Sonoma

Sonoma Index-Tribune

Valente's Pharmacy
Sonoma

De Luxe Bakery
Sonoma

Lew Colby - Insurance
Sonoma

Sprague Linoleum
Sonoma

Weller-Hopkins
Sonoma

Irby's Market
Sonoma

Adobe Drug
Sonoma

The Town Shop
Sonoma

Woods-Franquelin
Sonoma

Broadway Market
Four Corners - Sonoma

Bertain's Nana Laundry
& Dry Cleaners

Boccoli Grocery
Sonoma

Eraldi's
Sonoma

Danieli's DeLuxe Cleaners
Sonoma

THE VINES AND CASKS OF CALIFORNIA (Continued)

vines which he transplanted to the Mission
of San Diego."

In setting out a vineyard in the mission
garden at San Diego to assure a supply of
wines for the Holy Sacrament and for the
table, Father Serra proved that California is
one of the few favored places on earth where
grapes of the aristocratic *vitis vinifera* family
can be grown. It is this one fact that is the
basis of the multi-million dollar California
wine industry of today. There are a half mil-
lion acres of vineyard lands in California now
and almost every last one of those acres is
planted to *vitis vinifera* vines. These are the
varieties which bear such noble names as Cab-
ernet, Pinot Noir, Riesling and Zinfandel.

As additional missions were established
along the California coast all the way to So-
noma, vine cuttings were planted in the
friendly soil and, almost without exception,
they flourished and produced bountiful har-
vests for the vintage.

The particular variety Father Serra had
introduced from Mexico, while it was a true
vitis vinifera grape, was one of the less dis-
tinguished members of that family. It pro-
duced a good, although not notably choice,
wine. It remained for the commercial grow-
ers, who began to appear on the California
scene in the early 1800's, to import selected
cuttings directly from the most celebrated
vineyards of the European wine districts.
From these vines came the first California
wines of superior quality.



Among the earliest of the com-
mercial vintners was Jean Louis
Vignes who, in 1831, established
his vineyards and winery at Los
Angeles on the approximate site of
the present Union Station.

Vignes was a Frenchman from the famed
Bordeaux wine district, but, since California
was then a land of Spanish culture, he soon
became known as Don Luis and he called his
property by the Spanish name, **El Aliso**.

He was the first to grow oranges in South-
ern California, the first to cultivate a vine-
yard of any pretension and the first to send to
Europe for choice wine grape varieties.

He pioneered in shipping California wines
by water in coastwise trade with Santa Bar-
bara, Monterey and San Francisco.

Vignes, in 1843, even sent several barrels
to Washington to be presented to the Presi-
dent so that he might "know the fine quality
of California wines."

Vignes was lavish in praising his new home
as a land that was destined to surpass the
districts of the old world in the quality of its
wines. He sometimes expressed the wish that
he might have come to California earlier in
life so that he could have given all of his
years to this new country.

THE VINES AND CASKS OF CALIFORNIA (Continued)

"I only regret that I am not of your age," he once told a friend. "With my knowledge of vine and orange cultivation and of the soil and climate of California, I see that these two are to have a great future; this is the place to grow them to perfection."

It is not known for certain how many of his countrymen he influenced to come to California, but at least eight of Vignes' own relatives journeyed here because of his urging. Two of these relatives were his nephews, Pierre and Jean Sainsevain, who were to carry on their uncle's work in later years and bring new glory to California wines.



When he was in his seventies, Vignes sold his vineyard and winery to the Sainsevains and retired. The brothers devoted themselves with vigor to expanding their business. They experimented with Champagne and, although they were among the very first to make sparkling wines in California, their efforts to produce Champagne on a commercial scale were not successful. It was another generation before Arpad Haraszthy, at San Francisco, perfected the art of Champagne making.

The Sainsevains established wine cellars at San Francisco at the corner of Jackson and Montgomery Streets. In 1860, they owned the largest part of the first major shipment of California wines to New York, and Pierre Sainsevain opened a California cellar there the following year.

By now, California wine growing was coming of age. The gold rush years had brought thousands to California, vastly increasing the market for native wines. Many who had been disappointed in their search for gold and others who had amassed great fortunes during the bonanza era turned to wine growing, developing new vineyard areas. In earlier years, Los Angeles county had dominated the California wine industry. Now, the districts surrounding San Francisco Bay began to move forward. In a few more years, the great interior valleys would be transformed into one of the most productive grape growing regions of the world.

Here in Sonoma, as in other California districts, the first wines had been mission wines. Old records tell that "more than a thousand" vines had been planted at Sonoma Mission in 1824, the year after its founding. It is believed that the first vintage was in 1827.

When the missions were appropriated by the Mexican government in 1834, Don Mariano Guadalupe Vallejo, at the age of 26, was **commandante general** of the California army, and a great **ranchero** with 44,000 acres of land in the region of Petaluma in his name.

.....
Joseph F. Powers - "Lena's"
Sonoma
.....

Parkside - Liquors
Sonoma
.....

C. E. MacDonald
Watchmaker - Jeweler
Sonoma
.....

Martinson Electric Co.
Sonoma
.....

Grace's Beauty Shop
Sonoma
.....

Berman's Department Store
Sonoma
.....

Union Oil Service Station
Sonoma
.....

Friberg's Drug Store
Sonoma
.....

Simmons' Drug Store
Sonoma
.....

G. H. Hotz Department Store
Sonoma
.....

Bob's De Luxe Cigar Store
Sonoma
.....

Mission Hardware Co.
Sonoma
.....

Sonoma Valley
Cheese Factory and Frozen
Food Storage
Sonoma
.....

El Dorado Hotel
Sonoma
.....

Ruggles' Variety Store
West Side of Plaza - Sonoma
.....

Vogue Beauty Service
Phone Sonoma 2906
.....
Homer R. Bosse
Sonoma
.....

SPONSORS (Continued)

Verdier's Resort
El Verano

Vella's Fountain
Sonoma

B. Mori - Fish Bait & Liquor
Sonoma

Pisa's Ice Plant
Sonoma

R. R. and Julia T. Emparan
Sonoma

E. H. Tryon, Inc.
San Francisco

**Gem City Planing Mill
& Lumber Co.**
Howard W. Blank - Sonoma

20th Century Market
Sonoma

Joe A. Baccaglio
Sonoma

Broadway Hardware
Sonoma

Plaza Market
Sonoma

Sonoma Meat Company
Sonoma

Nina & Sal Argento
Sonoma

Bates & Evans
Funeral Directors
Sonoma

**Larson's Liquor & Sporting
Goods**
Boyes Hot Springs

Sonoma Valley Motor Parts
Sonoma

THE VINES AND CASKS OF CALIFORNIA (Continued)

Without the padres, the California missions began to go to ruin, but at Sonoma, General Vallejo replanted the vineyards behind the Mision building and soon quantities of good wines were flowing from his presses. For the next 25 years, Vallejo was to dominate wine growing in this area.



In about the year 1838, Captain Don Salvador Vallejo, a brother of the general, set out a vineyard east of the Mission on land that was later to be absorbed by the Buena Vista Viticultural Society. In Napa County, not far from the townsite that was later named for him, George Yount planted cuttings in 1843 on a tract of land granted him by Vallejo, and thus another great wine district—the famed Napa Valley—came into being.

By 1846, Jacob Primer Leese, a brother-in-law of Vallejo's, was making wine from grapes he was growing along Sonoma Creek. A year later, Nicholas Carriger started still another Sonoma vineyard at the base of the mountain west of the Creek, and he was soon followed by Albert G. Lyon and James A. Griffith. Benjamin and Samuel Jelsey purchased Salvador Vallejo's vineyard in 1849.

California was now free of Mexican rule and within a year of statehood. Vallejo, who had been a leading figure in the earlier years, continued to prosper and he became even more influential in shaping the course of California history.

He built a mansion in 1851 at the reported cost of \$50,000 which was an even more impressive sum in those days than it is now, and he named it Lachryma Montis or "tear of the mountain" because it was situated near a mountain spring. Lachryma Montis was the name he also gave his winery and it appears on many of his wine labels which are still in existence in museums and private collections.

Numerous new vineyards appeared in Sonoma in the 1850's but there was no one to even challenge Vallejo's supremacy as a wine grower until Colonel Agoston Haraszthy arrived in 1856 to purchase the Kelsey vineyards which had originally been the property of Salvador Vallejo.

Haraszthy was a fabulous individual by any standard and he is recognized today as the greatest figure in the long history of California wine growing. He was a native of Hungary who had fled his native land to escape persecution for political activities.

Before coming to California, he had founded Sauk City, Wisconsin, and he had experimented with grape growing there. He reached San Diego in 1850 and soon he was importing grape vines from Hungary. He next

THE VINES AND CASKS OF CALIFORNIA (Continued)

cultivated vineyards near Mission Dolores in San Francisco and at Crystal Springs in San Mateo County.

Haraszthy was a crusader and, in California, his cause became wine quality. He preached that California soil and climate were worthy of the finest grape varieties and when he arrived in Sonoma he set out to prove that in Northern California excellent wine grapes could be produced by non-irrigated vineyards. He planted 80,000 vines on 140 acres of high land east of Sonoma where irrigation was impossible and soon his was the most celebrated vineyard in the state. He gave his acreage the name Buena Vista.

From then on, a friendly rivalry continued between Haraszthy and Vallejo with the General inevitably yielding his leadership in wine growing to the scientific man from Hungary.

Vallejo carried off top honors in the wine competition at the California State Fair in 1861 and in the following year he swept the field at the Sonoma County Fair wine judging. But Haraszthy's decisive triumphs were soon to come.

Haraszthy constructed winery buildings of stone at Buena Vista and drove deep tunnels into the hillsides for his aging cellars. He experimented with 165 grape varieties and offered cuttings for sale to other California wine growers.



He was a dynamic individual and his enthusiasm was infectious. A number of the men who were later to make great contributions to the art of wine growing in California were originally influenced by Haraszthy to settle near him and undertake the production of wine. Among them were Col. A. J. Butler, Major J. R. Snyder, Charles Krug, General Charles H. S. Williams, Emil Dresel, Jacob Gundlach and George L. Wrat-ten.

In 1861, Haraszthy went to Europe as a special commissioner of California to learn about grape growing and wine production. Never one to do things in a small way, he traveled through the vineyard districts of France, Germany, Italy and Spain asking questions and filling diaries, newspaper articles and reports to the California legislature with information about European viticulture.

He had not been specifically authorized to purchase cuttings, but he was certain that a grateful State would reimburse him for his expenses if he simply went ahead and bought choice vines to be shipped to San Francisco. In all, he collected 100,000 cuttings comprising several hundred different grape varieties.

Disillusionment awaited him on his return

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ARPAD HARASZTHY, the Count's son, who after study in Europe returned to Sonoma Valley to make the then nationally famous "Eclipse" sparkling wine. There was even a "Haraszthy Champagne Polka" composed for the popular wine.

THE VINES AND CASKS OF CALIFORNIA

(Continued)

to California. The legislature refused to vote a \$12,000 appropriation to reimburse him and even rejected a proposal to establish a program for the distribution of the cuttings throughout the California vineyard districts.

Haraszthy planted the vines in a nursery at Buena Vista and from there they were distributed in haphazard fashion. In some instances, the identifications of the varieties were lost. Descendants of Haraszthy's vines are growing in California vineyards today, however, and there is no question that his journey to Europe in 1861 has meant many millions of dollars to California agriculture. It is because of this that Buena Vista has been called "a shrine of the California wine industry."

Haraszthy was the author of books and numerous magazine and newspaper articles. A book he wrote describing his trip to Europe helped spread his fame throughout the State.

"California can produce as noble and generous a wine as any in Europe," he stated in the book, "more in quantity to the acre and without repeated failures through frosts, summer rains, hailstorms or other causes.

"I was gratified to find that of all the countries through which I passed, not one possessed the same advantages that are to be found in California; and I am satisfied that even if the separate advantages of these countries should be combined into one, it would still be surpassed by this State when its now dormant resources shall be developed."

In 1863, the Buena Vista Viticultural Society was incorporated, bringing to the Sonoma wine industry the financial support of San Francisco bankers including William C. Ralston, a leading figure in the history of that era.

That year, the Haraszthy and Vallejo families were united with the marriage of Arpad and his wine growing brother, Attila, to two of General Vallejo's daughters, Natalia and Jovita, in a double ceremony at Lachryma Montis.



The Haraszthys eventually broke off their association with the Buena Vista Viticultural Society and the Colonel went to Nicaragua where he met a violent death in 1869. His son Arpad carried on to greater glory in the world of wine by first producing California Champagne successfully on a commercial scale. This was the famed "Eclipse" Champagne which could be found in virtually every first class hotel in the United States. His company had offices in London, New York, Philadelphia, Chicago, Honolulu and other cities.

THE VINES AND CASKS OF CALIFORNIA (Continued)

The wine industry of Sonoma County expanded rapidly during the 1860's. By 1869, Sonoma wineries were producing more than 200,000 gallons of wine a year and land values had risen from six dollars an acre to \$135. In a few more years, the valley was to see the arrival of other vintners who would make great contributions to Sonoma wine growing—men of the caliber of the late Samuele Sebastiani whose wines were to become famous across the country.

The development of wine growing in this region was being duplicated in the other vineyard districts of California. Men of vision cast in the heroic mold of the great Haraszthy were laying out vineyards in the Santa Clara Valley, high in the Santa Cruz Mountains, and in the Livermore Valley where vines had to work their roots deep into rocky soil for food and water. In the Sacramento and the San Joaquin Valleys, water was soon to be brought in from the Sierra Nevada Mountains to transform that hot and dry country into a garden land of trees and vines.

The promise of Father Serra's first vintage at Mission San Diego in 1769 was being fulfilled. California was becoming the Wine Land of America.

THE END



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THE LATE SAMUELE SEBASTIANI, who prior to his death in 1944, played a major part in not only the community's wine industry, but in the economic growth of Sonoma. The young and ambitious man came here in 1890 from his native Italy and eventually became the leading producer of wine in Sonoma Valley, with plants at Sonoma and Woodbridge.

The Aims of The Valley of the Moon Vintage Festival Association

(Excerpts from an article by THE LATE VIRGIL JORGENSEN)

The question is frequently asked, "Why the Festival and what are the Association aims?"

The first aim is to "produce, manage and direct an annual Festival to be known as the Valley of the Moon Vintage Festival" and the second being to "sponsor and encourage the development of an historical environment where such a festival is to be held."

Specifically, the preservation of the historical buildings of Sonoma, and the encouraging of new construction and remodeling to be undertaken in harmony with the old structures.

As an initial step in accomplishing this end, the Vintage Festival is held annually—stressing Sonoma's original major industry, wine making, presented with a background of Old Sonoma atmosphere.

Historical Sonoma is so worthwhile preserving! There is enough of the original left to make it worth the effort, but certainly some inducement should be offered to prospective builders and re-modelers to conform to a harmonious general scheme of achitecture.

It is hoped that the citizens will see fit to capitalize on their major assets—history, architecture, climate, location and a leisurely atmosphere of well-being, the latter their heritage from the "Old Timers."

The Association is composed of Sonoma citizens who have a deep appreciation of these assets, and they will look to the Planning Commission for cooperation in the attainment of their main objective."

A Special Message

The Valley of the Moon Vintage Festival Association is taking this opportunity to thank each and every one of the many workers who have spent so much time and such a great deal of effort in making this Fifth Annual Vintage Festival a success.

Unfortunately, when this program goes to press, a great many of the committees will not have been completed, and some names of workers who will contribute so generously to the production of many of the events—arrangements of windows and so forth—will not be included in the listings. This does not mean their work and cooperation is not appreciated.

Our sincere “thank you” go to all our friends in and around Sonoma who have contributed by advertising in and sponsoring this program.

THERESE LINN
President, Valley of Moon
Vintage Festival Assn., Inc.

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